

# BUSINESS

HOLY NAMES UNIVERSITY

3500 Mountain Blvd., Oakland, CA 94619-1699



## DEGREES OFFERED

### Bachelor of Arts in Business

with a concentration in **Business Communication**

with a concentration in **Management**

with a concentration in **Marketing**

## ABOUT THE MAJOR

Holy Names University Business programs integrate the liberal arts with a strong foundation in the fundamental components of business: management, accounting, finance, economics, leadership, and marketing. Courses utilize a case study approach to help students sharpen their analytical and communication skills. Faculty bring up-to-date, practical information about business and institutions into all classes. Holy Names University programs are distinctive because of the strong value they place upon diversity in the classroom and the workplace and because they promote ethics and principles of socially responsible business across the curriculum. The richness of our programs provides a quality education that prepares students for the complex responsibilities of leadership and service.

## FORMATS

### Traditional Daytime

### Weekend College (WECO)

### Evening Accelerated Business Degree Program (ex.cel)

Students may pursue the Bachelor of Arts in Business in one of three formats: traditional daytime, weekend or evening accelerated. Students may take courses in other formats than their own as needed. The flexible weekend and evening accelerated programs are designed specifically for adult students who are pursuing a college degree while continuing to meet work and/or family obligations. Weekend courses are held on Fridays and Saturdays and meet every other week. Evening accelerated courses are held on Monday, Wednesdays and Thursday evenings.

Holy Names University faculty and staff are committed to meeting the academic needs of all students. Services offered in the daytime, such as career and personal counseling, computer labs, library, administrative office hours and recreational facilities, are also offered on particular weekends and evenings.

## CAREER OPTIONS

Graduates in concentrations in Management, Marketing and Business Communication develop careers in a variety of areas, including banking and finance, accounting, insurance, manufacturing, retail, technology, small business administration, consulting, communications, and the nonprofit sector (such as health care, education, and government). They also pursue graduate degrees in business, law, organizational development, education, communications and public administration.

## BACHELOR OF ARTS IN BUSINESS

The Bachelor of Arts majors; Business Communication, Management and Marketing, offer students a liberal arts educational experience integrated with the knowledge of business administration. These majors stress basic business functions of managerial concepts, marketing skills, and oral, visual, and written presentations applicable within the business organization. Students will be prepared for a wide variety of careers in profit, not-for-profit and government organizations, as well as graduate school.

## PREPARATION FOR THE MAJOR

**All students seeking a Bachelor of Arts in Business must complete the following courses:**

BSAD 11,12*	Principles of Accounting (4, 4)
BSAD 18	Business Law (3)
BSAD 30	Principles of Management (3)
CSCI 10C	Spreadsheet (1)
ECON 1	Microeconomics (3)
ECON 2	Macroeconomics (3)
ECON 15	Statistics (3)

\* Students in the Weekend College or *ex.cel* programs will complete the Principles of Accounting sequence with 3 courses: BSAD 10, 11, 12 (3 units each)

**Students concentrating in Management must complete:**

Math 1	Pre-calculus (4)
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**Students concentrating in Marketing must complete:**

Math 1	Pre-calculus (4)
PSYC 1A	Fundamentals of Psychology (3)

## MAJOR REQUIREMENTS

Students seeking a Bachelor of Arts in Business will choose one of the following concentrations: Business Communication, Management, or Marketing. For each concentration, in addition to preparation for the major courses, students complete the following courses.

### Concentration in BUSINESS COMMUNICATION (31 units)

ARTS 115	Computer Graphics (3)
BSAD 110	Principles of Marketing (3)
BSAD 129	Business Finance (3)
BSAD 148 (W)	Organizational Behavior (3)
COMM 101	Organizational Communication (3)
COMM 108(W)	Professional Writing (3)
COMM 110	Presentation Strategies (3)
COMM 143	Group Processes and Communication (3)
COMM 196	Internship (1)
BSAD 195(W)	Strategic Management [capstone] (3)
PHIL 156	Ethics at Work (3)

Several elective courses are highly recommended for the Business Communication concentration.

ARTS 13A,B	Graphic Design and Color I and II (3,3)
BSAD 153(W)	Organizational Theory (3)

### Concentration in MANAGEMENT (28 units)

BSAD 105	Decision Analysis for Business (4)
BSAD 110	Principles of Marketing (3)
BSAD 113(W)	Global Survey of Business (3)
BSAD 129	Business Finance (3)
BSAD 151	Business, Government, and Society (3)
BSAD 145	Human Resource Management (3)
BSAD 148(W)	Organizational Behavior (3)
BSAD 195(W)	Strategic Management [capstone] (3)
PHIL 156	Ethics at Work (3)

### Concentration in MARKETING (28 units)

BSAD 105	Decision Analysis for Business (4)
BSAD 110	Principles of Marketing (3)
BSAD 113(W)	Survey of Global Business (3)
BSAD 129	Business Finance (3)
BSAD 151	Business, Government, and Society (3)
BSAD 161	Consumer Behavior (3)
BSAD 165	Marketing Research (3)
BSAD 195(W)	Strategic Management (Capstone) (3)
PHIL 156	Ethics at Work (3)

## FACULTY

### FULL TIME

**Marcia A. Frideger, SNJM, Ph.D.**  
University of California, Irvine  
Chairperson, Department of Business  
Associate Professor of Business  
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**James E. Durbin, M.B.A., C.PA**  
University of California, Berkeley  
Director, MBA Program  
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**William A. Sadler, Jr., Ph.D.**  
Harvard University  
Professor of Business and Sociology  
510.436.1346, sadler@hnu.edu

### ADJUNCT LECTURERS

**Mark Bewsher, M.A.**  
Balliol College, Oxford  
Lecturer in Finance

**Michol Goldkorn, M.B.A.**  
University of Southern California  
Instructor in Marketing

**Gene Hendrix, Ph.D.**  
Case Western Reserve University  
Lecturer in Management

**Russell Jacobus, M.B.A.**  
Saint Mary's College  
Lecturer in Accounting

**Maher R. Mankaryous, Ph.D.**  
Faculty of Commerce, Assiut University, Egypt  
Lecturer in Accounting

**David McGaffey, Ph.D.**  
Johns Hopkins University  
Instructor in International Management

**Augustine J. Ohwobete, M.B.A., M. Sc.**  
Federal University of Technology, Nigeria  
Lecturer in Information Systems

**Gregory Portillo, Ph.D.**  
University of California, Berkeley  
Lecturer in Management

**Astrid M. Proboll, M.B.A.**  
San Francisco State University  
Lecturer in Marketing and International Business

**Paolo Ricci, Ph.D.**  
Drexel University  
Lecturer in Decision Sciences and Economics

**Edward Sheehan, M.B.A.**  
Santa Clara University  
Lecturer in Economics

## ADMISSION CONTACT INFORMATION

### Holy Names University

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